THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

VOL. II, NO. 4 Boyes Hot Springs, Calif. Friday, July 27, 1956

By mail: $1 per year. Pickup, free.

The Vacation's Pandemonium is still ripe in the Valley of the Moon

Those Jack London Days, set for September 1 and 2 and sponsored by the Boyes Hot Springs Merchants' association, seem to loom up as a wonderful event for the Valley. Complete details aren't yet available, but so far there's scheduled the giving away of a brand new car, filled with food products, a topflight wrestling match (or two) and contests galore, along with carnival attractions. Just maybe a "queen" may be selected.

Man of the Hour: One whose wife told him to wait a minute. VALLEY WATCH REPAIR, Boyes Hot Springs. New quarters soon!

The bright young lads who do publicity for the government sent out a press release to all newspapers telling of the big ground-breaking ceremonies for Coyote dam. Only they forgot to put down the date. (It all happened Tuesday.)

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.

And we had to turn down a $42 ad last week, all about voting for proposition 4 on November 6. It would have taken two pages of our Moonbeams, would have had to add four pages, with increased overhead of various kinds, twice as much folding and inserting, and some undesirable changes in general appearance and policies of this unique sheet. However, the advertising agency may put a vice president in charge of media on the job to provide us with the proper kind of advertising copy.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. WE 8-4500

DENNY'S COG CLUB, Boyes. Congenial gathering place for sportsmen and all real people. Wonderful drinkables.

We doubt there is any blacklist in the big picture companies against the fifth amendment pinkies. But if not, there should be. That also goes for the type of labor leaders who call wildcat strikes and for the goons who beat up non-strikers.

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. Varied menu. Cocktails. Good food always.

Newcomer at the print shop made it "I seen." Asked whether his English teachers had never taught him the proper expression, he said: "Naw; they don't know nothin', either." He was graduated last June from high school. He also told us he once corrected his English teacher on some pronunciation, and his punishment was plenty.

OUR RESORT, El Verano. Home of the Stein Club. Friendly atmosphere. Draft beer. Mixed drinks. A good place to know.

The old eyesore which stood for so many years alongside the Castner building has been torn down. Castner bought it, and the ground has been all nicely graded and made ready as a future building site.

SONOMA FURNITURE MART, Broadway. Varied stock. We'll take your old furniture in trade. Upholstering, too.

That man Borden Wood of Portland now has sent in six paid subscriptions for Moonbeams. Some other readers have subscribed for one or more papers to be sent to their friends and relatives living elsewhere. Why don't you join the group? $1 a year gets Moonbeams anywhere by mail.

DONOVAN'S IRISH INN, opp. Bath House. Serving delicious corn beef sandwiches daily, weedend dinners. Beer and wine.

We can't get excited or outraged by the under-the-table payments to outstanding athletes by Pacific Coast conference schools. They award scholarships to brilliant young science students, musicians, debaters and what not, so what's wrong with making it possible for a good football player who may not have the money for a college education to go to school and absorb a little larnin'?

The lads have a pretty tough grind during the training season and the regular schedule, what with also having to study hard enough to get passing marks. Let's go along with the idea of making it a trifle easier for them. After all, football is a grand game, and all alumni hope for winning teams.

FIELDS' AUTO REPAIRS, next to Texaco, Fetters Springs. Repairing all makes. Work guaranteed. Charges always low.

EL DORADO HOTEL, Sonoma. Club dinners and banquets. Authentic Italian food, seafood, splendid menu. Cocktails.

We note many local resorts are getting out new brochures with descriptions and pictures of their varied attractions. Paul's Old Rancho is a late one along this line, Rozario's also has been dealing with the printers, and several more are in the mood. It's all good advertising for the entire Valley.

MIKE & ROSE'S BOYES SPRINGS STORE. Famous for good steaks. Specials throughout the market last three days each week.

Poor little Stassen. We recommended to Ike several weeks ago that he should get rid of the pipsqueak, along with Dulles, neither of whom has done the administration any good. Now Stassen's got himself so far out on a limb the best thing he can do is resign. He never was what is known as a "big" man, and now he's shrunk to a shadow of any stature he ever had.

MOVING and STORAGE. CLOUSE DELIVERY SERVICE. WE 8-2467, Sonoma. BOB CLOUSE, Your Friendly Mover.

Rozario's Palms Inn has a "biggie" coming up July 31. Kiwanians from Napa and Sonoma counties will gather there for a stag barbecue —and we'll bet it'll be a dandy.

IN THE SWIM—Men's and women's bathing suits, water rings, masks. Summer merchandise in all lines. BOYES VARIETY.

So the dems are chortling—but they have their own problems too. Like the segregation issue, which if they take any real stand in their platform on it likely will split the party right down the middle.

BOYES SPRINGS BATHHOUSE. Show. place of the Valley. Hot and cold pools. Mineral baths. Cocktails. Skating. Picnicking.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain too.

After a long delay we finally got the "makings" of cracklings from George the meat impressario. Had to try out all the lard possible in a frying pan—and what's left is cracklings, only actually they should go through a press. Used to get 'em in 30 pound cakes, and ate all by ourself—'way back in the midwest. Even took pocketfuls to school, till the teacher got on to us.

SONOMA MISSION INN, Boyes. Known nationwide as a standout hostelry, where good food, drinks and service are superb.

FOR — REDWOOD HANGING BASKET or PATIO PLANTER Mail $1.55 to P. O. BOX 398, EL VERANO, CALIF.

We note some interest expressed in our idea of erecting a flag pole, with a stonework base with benches and walk and some shrubbery and flowers, in honor of Rudy Lichtenberg, the Springs' longtime booster and friend of everybody, who died several years ago. Our idea would be to have such a memorial erected in the new recreation park.

Merely a flagpole wouldn't cost so much, but a proper one in a proper setting would cost really something. A stone mason we know said about $200 should be enough to erect a real memorial.

A local organization now defunct would likely donate its treasury remains to such a fund. Moonbeams can do a little bit, and many local groups and individuals undoubtedly will kick in.

Until some better repository is found, why not send your contribution to Moonbeams? We're relatively honest. Make it a $1 bill, or a $5, or more.

PAUL'S RESORT, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

Of course the doctor told us to take it easy, which seams to mean little or no exercise. So we don't take any, except when the Pall Mall TV program goes on, especially on the Douglas Edwards program. When he says "More news after this message from Pall Mall' we jump over and turn off the sound. When we see the words "And they are mild," on it goes again. So there are anyway a minimum of four trips per program during the 15 minute newscast. Real reason we do it is because Ernest Chappell misuses the word "further," and we hate his pseudo-English pronunciation of Pall Mall. He calls it Pell Mell.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-3971.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

Heard a suggestion made that the remaining ex-members of the old Boosters club should get together and hold sort of a reunion before too long. That club really did a lot for Boyes. The sign atop the Resort club was sponsored by the Boosters; cost something over $850, and is an asset which should be put back into use. Why not the local Merchants' association pay for the electricity to light it? And again, what about a Boosters' reunion?

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

Pete Fields has a new location. He relinquished his Union service station because he found it too much to repair cars and sell gas at the same time. He's now in the garage adjoining the Texaco station in Fetters Springs, has a well equipped shop and is doing well in his chosen field, the repair of autos, any make.

HOOKER OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

The Boyes boulevard widening and improvement is going ahead at slow pace, but before long it'll be quite a highway. With curbing, too, almost the first real curbing this Paradise of the Universe has seen. Now why not more curbing and sidewalks throughout the Hot Springs area?

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. THE INSKEEPS.

It's true that not many voters know the exact difference between the two big parties—democrat and republican. On many issues they split badly, sometimes they overlap and become all mixed up, frequently fighting each other on issues that have small relation to real party platforms.

But, too, the parties have changed over the years as to basic beliefs. Ferinstance, how do you stand on states' rights? Once this was the democrats' big boast—they were for states' rights always and forever. Along with free trade. And, just as solidly, the republicans were for a strong federal government, everything run by and from Washington. And the repubs were always for high tariffs.

What's the situation today? Everything has changed.

Now the democrats want a strong federal government, and the republicans are the party of states' rights.

So what's a thinking voter to do? We always were for states' rights, which is why (partly) we now have to be a republican. There's no place for such a belief in the democratic party today.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

Vacationist to druggist: Have you anything that's good for mosquito bites on top of poison ivy, over sunburn?

SONOMA GOLF & COUNTRY CLUB. Superb food and drinks, served in sumptuous surroundings. Try our Clown Room.

BOYES SPRINGS FOOD CENTER. A complete market, with lowest prices consistent with quality. Take-out license, too.

Granville Macpherson, who built the Boyes Springs theater several years ago, is dead. He was 73 years old, died of a heart attack. The theater was built with a quonset-type structure as a nucleus, and he operated it for several years. It's still going strong, in spite of the TV competition and other related attractions. Macpherson believed in the future of the Hot Springs area and didn't hesitate to show his belief by investing real money. We could use more men of his type.

VALLEY LANDSCAPE SUPPLIES, Hiway 12 in Caliente. Roy J. Johns, Proprietor. Gravel. Loam. Stone. Good advice, too.

THOSE FIRE SIREN CALLS

So you don't know where the fire is when the Boyes fire department siren sends out its wails—anywhere from one to four? We got all the dope from Chief William Madden the other day. He and the assistant chief, Paul Clarkson, man the local firehouse 24 hours a day.

Madden explains there are four local districts, divided by Sonoma river, and by Thompson and Craig avenues which, while not connected, are approximately even with each other on both sides of the river.

Here's the districts and the siren calls:

District 1. From Thompson all the section north to Madrone road, east side of river.

District 2. From Craig avenue all the way north to the state hospital, west of the river.

District 3. From Thompson south to Leveroni road, east of the river.

District 4. From Craig avenue south to Leveroni road, west of the river.

So now you know. Why not cut out this item, and paste it in a handy place? You might even spot a fire close to your home.

RUBBER STAMPS Made to Order. CARL O. DRESEL, 442 Bettencourt St., Sonoma. Call WEbster 8-4160.

POWDER BOX BEAUTY SHOP, Arnold drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

And we're having typical California summer weather. Gets very much on the cold side every morning (we even turn on the heat frequently). Then from about 11 a. m. on it gets hotter'n'ell. But you can sleep at night, with blankets before morning.

MENDEL'S CAFE, Boyes Springs Plaza. Pizzas a specialty. And our steaks have a wide reputation. Cocktail bar. Try a sizzler!

GEORGE'S MEATS, Boyes Springs Food Center. Expert meat cutting, handling only quality meats. Delicatessen delights.

The George Truemans have bought the former Becker real estate office building on Jack London way in Boyes and after remodeling is completed, will open their jewelry store and watch repair shop in larger quarters, with living space at the rear. The remodeling process is underway, and a grand opening is scheduled for early September.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

FIRESIDE LODGE, Hiway 12 west of Sonoma. Barbecued chicken, chops, steaks, spareribs. Superb food. Cocktails.

MOONBEAMS

Each week we receive one or more letters from subscribers or fans of Moonbeams. This past week, a letter came from Sister Evarista of Mt. St. Joseph, Ohio, our aunt, who says:

"Your lovely letter reached me early last week. Also that wonderful 'Littlest paper.' I wish both you and Everette could have seen the joy and interest depicted on the Sisters' faces; you would have been as happy as I was. I read it to them and they read it for themselves.

"I am referring to Friday, June 29, paper. It was most unique; in fact, it was wonderful—and well written."

Sister Evarista has been in the convent since Sept. 29, 1833, and this week is celebrating her 80th birthday. Happy birthday, Sister Evarista, from Moonbeams.

TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

The human brain is a wonderful thing. It starts working as soon as you're born and never stops until you stand up to speak in public.

GREENGRASS NOW SELLS REAL ESTATE that Sol D. Becker used to sell. Phone WE 8-1731. New offices, 18340 Sonoma Hwy.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Dean: "Why so dejected?" Earl: "My wife found a letter I should have mailed." Dean: "That's nothing. My wife found a letter I should have burned."

RUSTIC INN, Glen Ellen. Last remaining bar of 11 which flourished when Jack London was around here. Stop in—anytime.

Perpetual Motion . Meal time is that period of the day when the kids sit down to continue their eating.

BANCROFT NURSERY, Sonoma. For shrubs, roses, fruit trees, grapes, berries. Also fertilizers, insect repellents.

"Getting out a paper sometimes is fun but never is a picnic," says the editor of a Georgia paper. "If we print jokes, we're silly; if we don't we're too serious. If we clip, we're lazy; if we don't we're too fond of our own stuff. If we print contributions, we're full of junk; if we don't we don't appreciate true genius. Now, like as not, someone will say we swiped this piece from some other paper. Well, we did."

Professional Care is Best for the Hair! Why not patronize HAZEL'S HOUSE OF CHARM, Boyes. Razor cutting. Hair styling.

Iowa has a town of Fertile, and Manly, Iowa, is fairly near. One northeastern Iowa newspaper headlined a society item thusly: "Manly Youth Weds Fertile Girl."

One reader of the Indio (Calif.) Date Palm wrote in to complain that the bi-weekly has a disturbing delivery system: "Every Monday and Thursday afternoon I go out and look all over my front yard, behind bushes, in the flower beds, atop the roof—and where do I find the paper? Neatly rolled and right in front of the door. I step over it to go out and find it! That kind of delivery has taken all the fun out of getting the newspaper home-delivered!"

DANCE Saturday nights and Sunday afternoons at famed LITTLE SWITZERLAND, El Verano. Genuine Swiss atmosphere.

THE BIRTHDAY GREETING

The phone shrilled in the middle of the night, and I very groggily picked up the receiver. It was a long distance call. My heart hammering, I heard "Is that you, son?"

"Mom. What's wrong?"

"Nothing's wrong." I could hear mother chuckle. "It's your birthday."

"Holy smokes! You didn't get me out of bed at 3 a. m. just to say Happy Birthday, did you?"

"Well, you made me get out of bed at 3 a. m. 30 years ago tonight —and it's high time I paid you back."

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

If you've ever bent over a drinking fountain with the ends of your tie dangling, you know how a cocker spaniel feels about his ears.

B & L LAUNDROMAT, Fetters. Bring your washing here during the summer months. No labor, fast service, clean clothes!

Indoor sports are all right—if they go home at a reasonable hour.

SMARTEST SUPPER CLUB north of S.F. Buffet suppers. Floor show. Dancing. Cocktails. THE TOWN HOUSE, Glen Ellen.

Poison oak continues to be a major summer inconvenience to many Californians. Dermatologists now use hydrocortisone routinely in its treatment For mild or moderate cases, an ointment containing the hormone is applied to the itchy areas.

The hormone does not "cure" poison oak dermatitis. It suppresses the symptoms until the toxin disappears. It seems like a cure to the patient, though. He goes about his business, free from "the fantastic orgies of exquisite, pleasurable, ecstatic itching" enjoyed by victims of poison oak.

There are, of course, other plants with leaves in groups of three—but none of them is likely to be mistaken for poison oak.

204.3.55